

**REMARKS**

Claims 1-14 are all the claims currently pending in this Application.

**Allowed Claims**

The Examiner indicates that claims 5-7 and 14 are allowed.

**Formalities and Objections**

Claim 9 is objected to. Claim 12 is rejected under 35 U.S.C. § 101. With this Amendment, Applicants amend claims 9 and 12, as shown above and respectfully request that the objection to claim 9 and the §101 rejection of claim 12 be reconsidered and withdrawn.

**Prior Art Rejections**

Claims 1-3, 8, 9, 11, and 12 are rejected under 35 U.S.C. § 103(a) as allegedly unpatentable over Zigmond (U.S. Patent 6,698,020) in view of Alexander (U.S. Patent 6,177,931) and Bandera (U.S. 6,332,127). Claim 4 is rejected under 35 U.S.C. § 103(a) as allegedly unpatentable over Zigmond, in view of Alexander, Bandera, and Hendricks (U.S. Patent 6,408,437). Claim 10 stands rejected under 35 U.S.C. § 103(a) as allegedly unpatentable over Zigmond, in view of Alexander, Bandera, and Rakavy (U.S. Patent 6,317,789). Claim 13 stands rejected under 35 U.S.C. § 103(a) as allegedly unpatentable over Zigmond, in view of Alexander, Bandera, and Seth-Smith (U.S. Patent 4,866,770). Applicants respectfully traverse these rejections.

Applicants submit that it is clear from the discussion of the “viewer’s zip code” on in col. 28, line 14 of the Alexander reference, in Alexander, an evaluation reference indicating a receive position is fixed and does not change over time. Thus, not only is there no teaching or suggestion

of a mobile receiver in the Alexander reference, but the use of a mobile receiver in conjunction with the Alexander reference would render the teachings of Alexander non-functional.

Therefore, Applicants submit that even assuming *arguendo* that the recited mobile receiver of the claims of this Application were taught in the Bandera reference, one of skill in the art at the time of the present invention could not have combined such a mobile receiver with the teachings of the Alexander reference.

Therefore, since each of the rejections of the claims depends on a combination of the Bandera and Alexander references, in view of at least the above, Applicants submit that the claims of the present invention are patentable over the cited references.

Applicants respectfully request that the rejections of the claims of the present invention be reconsidered and withdrawn.

### **Conclusion**

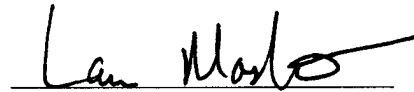
In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned attorney at the telephone number listed below.

**AMENDMENT UNDER 37 C.F.R. § 1.116**  
Application No.: 09/699,554

**Q61559**

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,



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